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Lawn & Garden Marketing

A GOLDEN AGE FOR U.S. HORTICULTURE?

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Lawn & Garden Marketing®

The merchandising magazine for lawn, garden and leisure living products.



6 A new golden age for horticulture? A lucrative home-horticulture market awaits, but U.S. industry efforts are misdirected, according to a gardening expert from England.



40 Compliance mowers: year 2. A successful OPE dealer, Lou Lang, manager, Milbradt Equipment Co., West St. Louis, MO, describes updated servicing and merchandising policies that are consistent with the new compliance-mower designs.

6 A new golden age for horticulture?

12 On vegetable gardening: Gardens for All research director discusses differences between Gallup survey and Simmons market research.

16 2nd Winter National Hardware Show. Hardlines will head west Feb. 11-13 when the AHMA-sponsored winter show takes over the Las Vegas Convention Center. A listing of lawn and garden-oriented exhibitors is in this report.

30 PREPRINT: It's a word to watch in the ad world. Jim McConnell, Costitch & McConnell Advertising Inc.; Mal Downie of Rosedale Nurseries Inc., Hawthorne, NY; and ACE Hardware Corp.'s advertising production manager, Jim Smith, point out the upgraded quality and lower cost of preprinted advertising circulars.

40 Compliance mowers: year 2.

DEPARTMENTS

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Coming in February: More sales from small power units, an update on marketing trends for trimmers, blowers and power hoes. As patio products boom, why? And what does it mean to retailers? How retailers build store traffic—their best promotions in 1983. The ABCs of Planters. For LGM's Product Movement Report, dealers record fall sales of selected lawn and garden merchandise.

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GFA compares Gallup, Simmons data REPORTS MEMBERSHIP OVER 200,000

Editor's note:

In order to clarify what might appear to be wide differences in data from the Gallup poll and Simmons market research (see page 6), LGM contacted the research director of Gardens for All, Bruce Butterfield, who provided the following analysis. A copy of this analysis also was provided to Simmons Market Research Bureau Inc., which authorized the reference to the Simmons data in the context of this article.

The 1982-83 GFA/Gallup National Gardening Survey

■During July and August 1982 the Gallup Organization personally interviewed a representative sample of 3,032 households in all 50 states. Respondents were asked: *Do you or does any other member of this household have a vegetable garden this year?* Among all households surveyed, 46 percent or an estimated 38 million households reported having a vegetable garden. Households that did not have a vegetable garden were asked: *Even though you don't have a vegetable garden, did you happen to grow just a few vegetables in containers or along with flowers for example?* Among households that did not have a vegetable garden, 14 percent or an estimated six million households said that they grew a few vegetables in containers or along with flowers. In total, an estimated 44 million households or 53 percent of the 82.5 million U.S. households grew some

The 1982 Simmons Market Research Study

The Simmons Market Research Study provides marketing information on a wide range of products, services and media that U.S. consumers purchase and use. Vegetable seeds are included among Simmons' listing of more than 500 products and services that respondents record on a written questionnaire they complete by themselves, not in personal interviews. Participants are asked: *About how much money did you, yourself, spend in the last 12 months on....(product)?*

In 1982, Simmons found that a total of 30 percent of respondents purchased vegetable seeds (13 percent spent less than \$5 and 17 percent spent more than \$5). It should be noted that this figure is only for purchases that the respondents made themselves and does not include purchases that were made by other household members. For example, if a housewife were filling out the Simmons' survey and she did not purchase vegetable seeds but her husband did, there would be no record of that purchase even though someone in the household grew vegetables. We have found that including all household members in this kind of research increases the incidence (of gardening households) by an average of 10 percentage points. In fact, in 1981 when we changed the question we ask on the GFA/Gallup National Gardening Survey about lawn and garden activities to include all household members (instead of asking respondents to indicate only those ac-

It's reasonable to assume that if Simmons' question were written to include purchase of vegetable seeds by all household members instead of only respondents themselves, the percentage of U.S. households that purchase vegetable seeds would be around 40 percent rather than 30 percent.

Not all vegetable gardeners purchase seeds however; only about 80 percent do so. The remaining 20 percent plant their gardens using started bedding plants like tomatoes, peppers, broccoli, etc. Of course many buy both plants and seeds. This means that there is an additional group of vegetable gardeners not reflected in Simmons' numbers for vegetable seed sales. A conservative estimate of the percentage of U.S. households that have a vegetable garden that is planted solely from bedding plants is 5 percent, based on responses to the National Gardening Survey for the last three years.

The bottom-line for vegetable gardening in the U.S. based on Simmons' data is as follows:

- 30% of Simmons' respondents purchased vegetable seeds for themselves.
- 10% of other household members in the Simmons' Study purchased vegetable seeds.
- 5% of U.S. households that have vegetable gardens only buy bedding plants and do not buy seeds.
- 45% Total percentage of all U.S. households with a vegetable garden in 1982.

As you can readily see, instead of the polls being poles apart as Derek Fell's article suggests, the data from both sources is quite consistent and say essentially the same thing, once all the information is clarified.

Gardens for All's active paid membership as of Nov. 23, 1983 is 201,801 according to a computer printout from our outside list management/fulfillment service. We have seen our membership increase steadily since becoming independent from Garden Way and look forward to continued success....

Bruce Butterfield, research director. □

Percentage of U.S. Households With A Vegetable Garden 1972-1982

1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
%	%	%	%	%	%	%	%	%	%	%
42	46	47	49	44	43	41	42	43	47	46

or all of their own food in 1982. These findings are in line and consistent with the trendline for vegetable gardening in the U.S. that we have found in our studies each year for the last 10 years.

In 1983, the percentage of U.S. households with a vegetable garden declined to 42 percent. This decline undoubtedly had a negative impact on many companies in the gardening industry.

tivities of the respondents themselves), the percentages increased as follows:

Lawn and Garden Activity:	1980	1981
Lawn Care	52	65
Indoor Houseplants	40	51
Flower Gardening	37	47
Shrub Care	31	43
Fruits/Berries	21	35

NOTE

ONLY THE FOLLOWING PAGES OF THIS
PUBLICATION HAVE BEEN FILMED

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